

REMARKS

The Final Office Action dated May 30, 2006 contained a final rejection of claims 1-19, 21, 24-30, 32 and 35-37. The Applicant has amended independent claims 1, 10, 13, 27, 36 and 37. Claims 20, 22, 23 and 31, 33 and 34 were canceled in a previous amendment. Claims 1-19, 21, 24-30, 32 and 35-37 are in the case. Please consider the present amendment with the attached Request for Continued Examination (RCE) under 37 C.F.R. § 1.114. This amendment is in accordance with 37 C.F.R. § 1.114. Reexamination and reconsideration of the application, as amended, are requested.

The Office Action rejected claim 1 under 35 U.S.C. 112, second paragraph, as allegedly being indefinite.

In response, the Applicant has amended claim 1 as suggested by the Examiner to overcome this rejection.

The Office Action rejected claims 1-20 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Mason (U.S. Patent No. 6,401,075) further in view of Hanson et al. (U.S. Patent No. 5,974,398). It should be noted that although the Examiner stated on the top of page 3 of the May 30, 2006 Office Action that claims 1-20 were rejected, arguments rejecting claims 1-9, 13-19, 21, 24-30, 32 and 35-37 were made by the Examiner in subsequent paragraphs. As such, the above amendments and the below arguments by the Applicant assumes that the rejections apply to claims 1-9, 13-19, 21, 24-30, 32 and 35-37. Next, the Office Action rejected claims 10-12 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Mason (U.S. Patent No. 6,401,075) further in view of Hanson et al. (U.S. Patent No. 5,974,398).

The Applicant respectfully traverses these rejections based on the amendments to the claims and the arguments below.

The independent claims (claims 1, 10, 13, 27, 36 and 37) now include using heuristic data to determine which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements, scanning the page to determine all available advertising locations for plural advertisements on the page, placing plural chosen advertisements on the page that correspond to the highest offers represented by advertisers that are in good credit

standing and automatically **resizing** the chosen advertisements to fit within the available advertising locations on the page **determined by the scan**. Support for these amendments can be found on page 7 and FIG. 1 of the original specification.

The combined cited references do not disclose, teach or suggest all of these features. Instead, Hanson merely discloses an advertisement bidding system that allows advertisers to display their paid ads, which when viewed by a user, pays for a portion of the user's service or usage charge (see Abstract, FIGS. 13-15, col. 9, line 29 to col. 11, line 5 of Hanson), while Mason simply discloses methods of placing Internet advertisements (see Abstract of Mason). Although Mason discloses modifying Internet advertisements to fit advertising spaces, the advertising spaces are only **designated** advertising spaces. Consequently, the advertisements are reconfigured only for the pre-designated advertising spaces (see Abstract, col. 5, line 4 to col. 6, line 6 of Mason).

In contrast, unlike the combination of Hanson with Mason, the Applicant's claimed invention includes **scanning** the page to **determine all available advertising locations** for plural advertisements on the page (and **not** just using pre-designated spaces) and automatically **resizing** the chosen advertisements to fit within the available advertising locations on the page **determined from the scan**. In addition to the above argued elements, the combined references clearly do **not** disclose the Applicant's additionally claimed **using heuristic data to determine which advertisements to be disseminated and** placing the advertisements that correspond to the **highest offers** represented by advertisers that are in **good credit standing**. Clearly, **nowhere** in the combined references is there a disclosure of all of these claimed elements, as amended and as argued above.

Since the combined references are missing at least one material limitation of the Applicant's claimed invention, they **cannot** legally render the claims obvious. As such, a prima facie case of obviousness **cannot** be established, and hence, the rejections must be withdrawn.

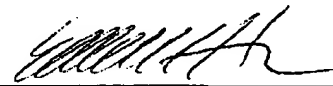
With regard to the dependent claims, because they depend from the above-argued respective independent claims, and they contain additional limitations that are patentably distinguishable over the cited references, these claims are also considered to be patentable (MPEP § 2143.03).

Thus, it is respectfully requested that all of the claims be allowed based on the amendments and arguments. Accordingly, the Examiner is respectfully requested to

withdraw the outstanding rejection of the claims and to pass this application to issue. Additionally, in an effort to further the prosecution of the subject application, the Applicant kindly invites the Examiner to telephone the Applicant's attorney at (818) 885-1575 if the Examiner has any questions or concerns. Please note that all correspondence should continue to be directed to:

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Respectfully submitted,
Dated: August 30, 2006



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